



The AdEx Digital Tree

A transformation guideline to your digital journey

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What has your digital journey and a tree in common?



The AdEx Digital Tree – Transforming into a new era

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01

The 4th era of ERP: What challenges will your organization face?



4th Era of ERP – Enterprise Business Capabilities

A new era of ERP is starting with focus on the definition of Enterprise Business Capabilities

“ERP is not what it used to be. A fourth era is emerging as postmodern ERP evolves into a necessary foundation that supports changing methods of delivering enterprise business capabilities.”

Gartner, ERP’s Emerging Fourth Era — Moving Beyond Postmodern ERP

“Discover where ERP can provide a stable open foundation, and where differentiating capabilities need to be acquired or developed.”

Gartner, ERP’s Emerging Fourth Era — Moving Beyond Postmodern ERP

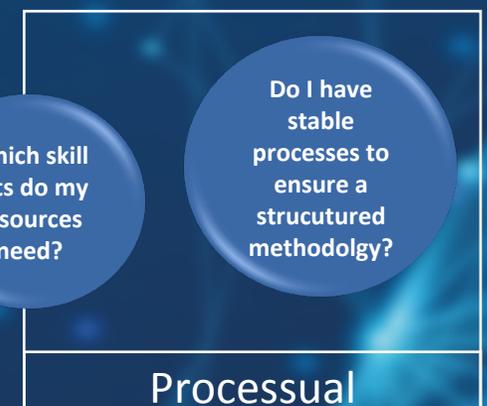
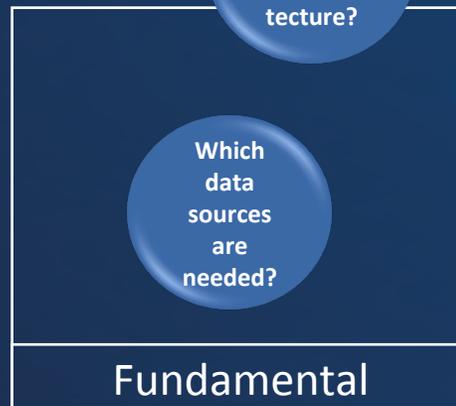
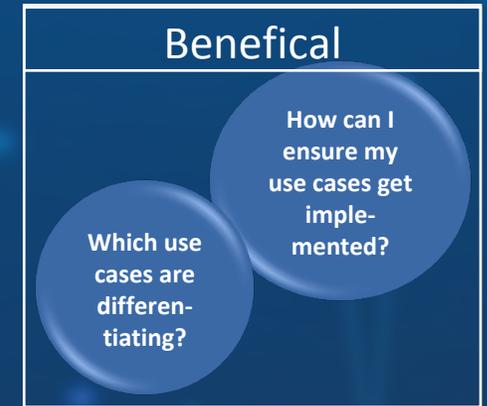
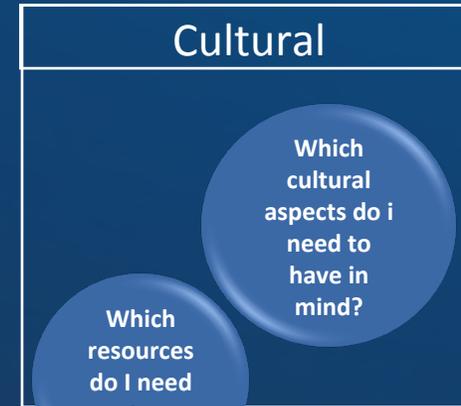
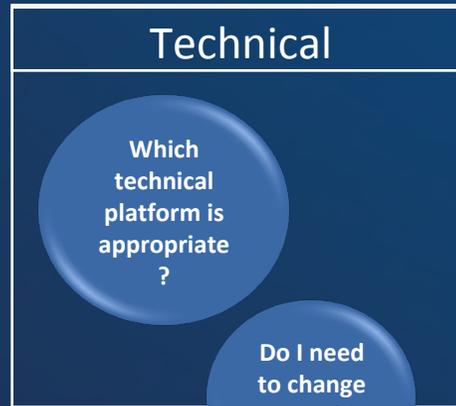
“We are seeing the emergence of a new model — something “more” than ERP. As the concept evolves, its name is evolving as well.”

Gartner, ERP’s Emerging Fourth Era — Moving Beyond Postmodern ERP

Digital Transformation involves manifold focus areas – it is more than migrating to a new technology platform

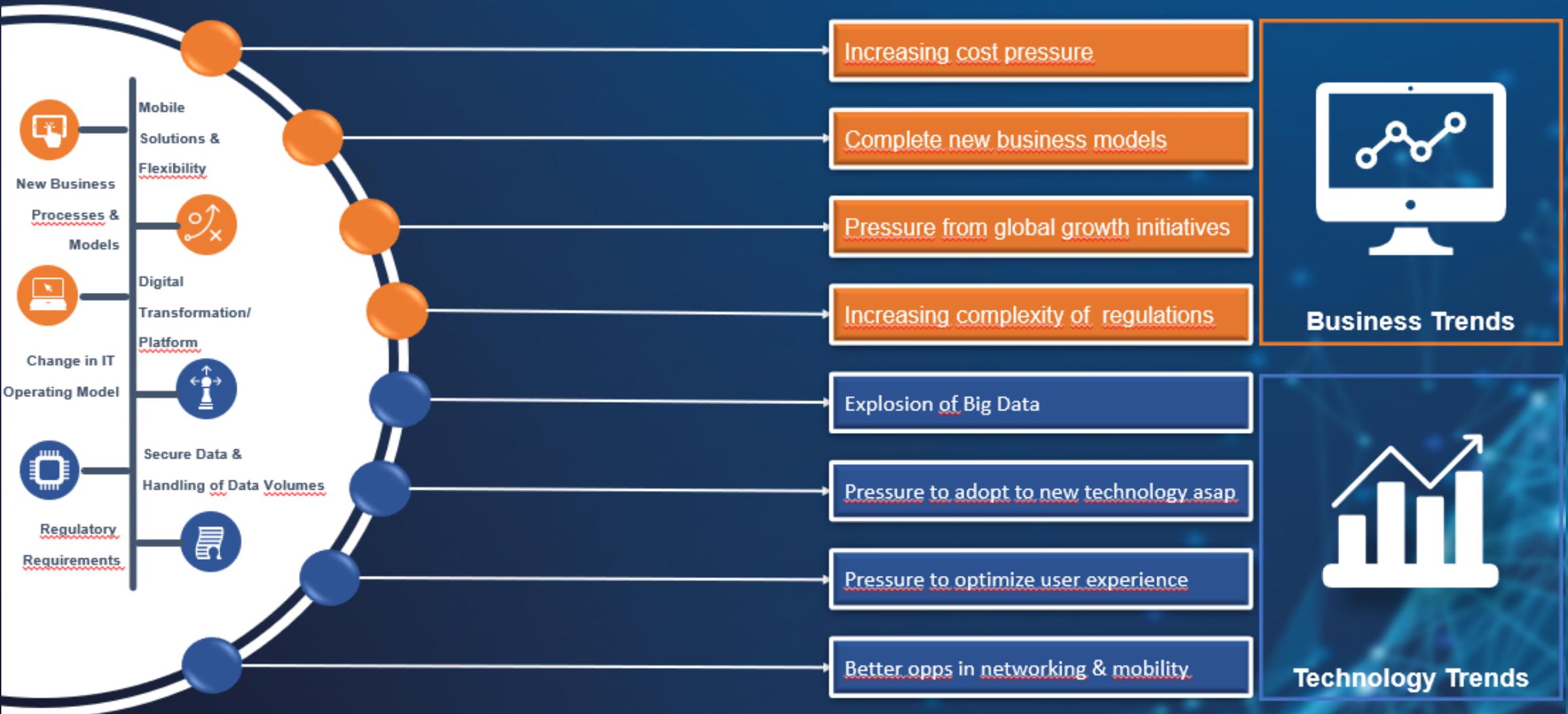


Companies are currently often in the early stages of their digital journey and need to **balance** the different **challenges** and **questions** they have.



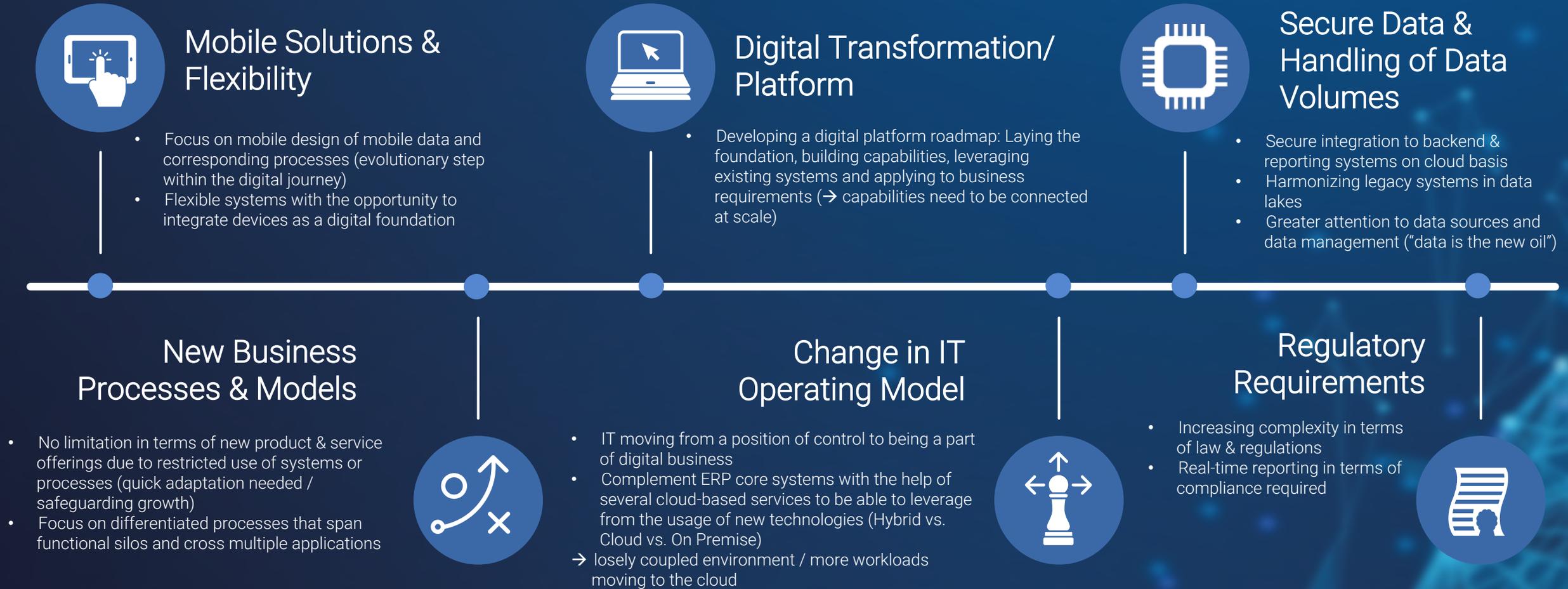
Digital Business as the holistic digital representation of a companies' value added chain

Key challenges in becoming a Digital Business



Focus Areas on the Digital Journey

It is vital to ensure all major focus areas are addressed during a digital transformation



02

The concept of the AdEx Digital Tree





The AdEx Digital Tree

The AdEx Digital Tree helps to balance the different challenges a company is facing

Fruits

= different digital **use cases** we are offering („attractive“ for the client)

Leaves

= soft „**people**“ factors (e.g. training / change management) supporting people development and use case generation

Branches

= who from a people/skill set perspective brings the **relevant skills** to implement the use case (incl. leadership / culture)

Trunk

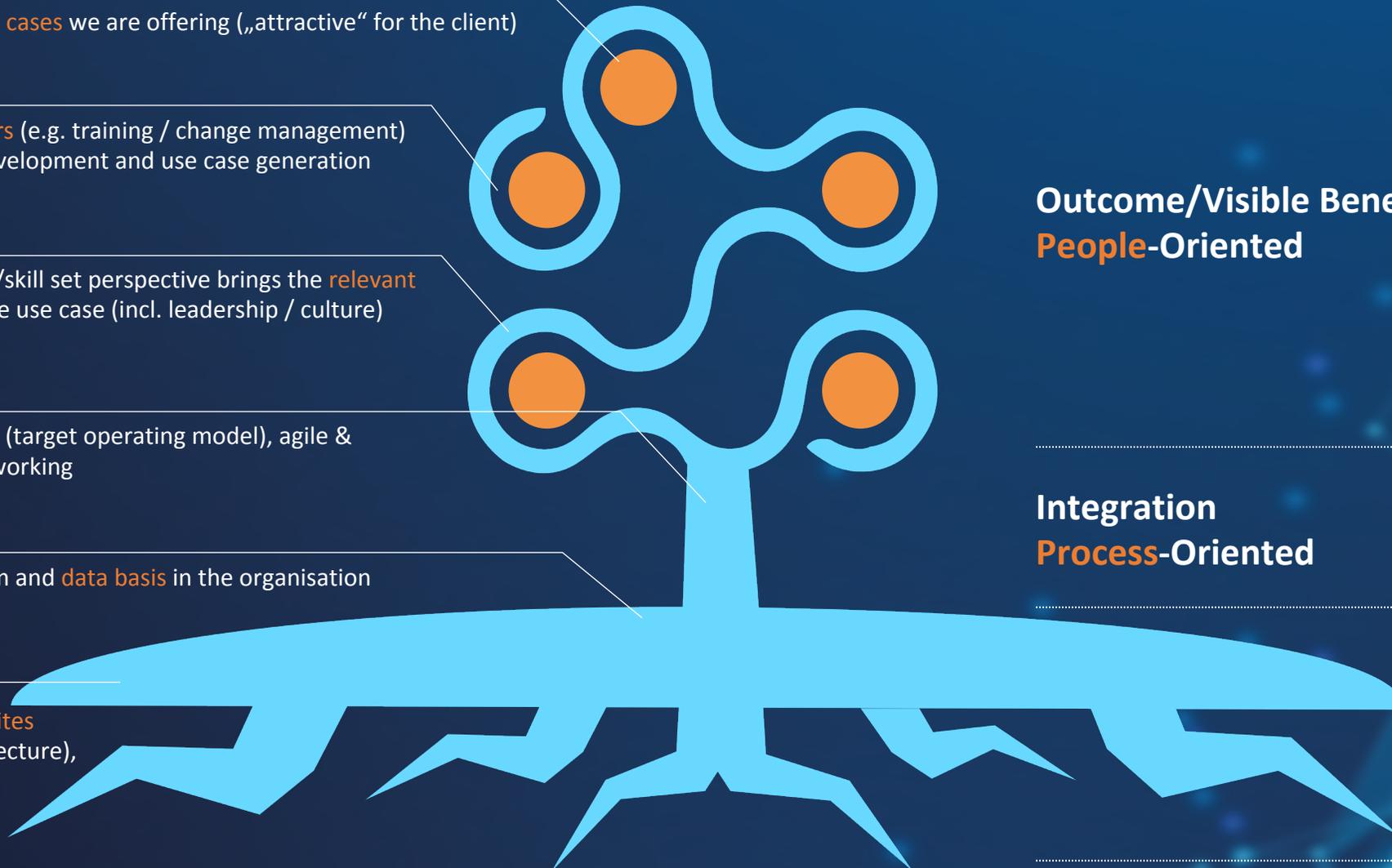
= clear E2E **processes** (target operating model), agile & standardized way of working

Soil

= **technology** platform and **data basis** in the organisation

Roots

= **technical prerequisites** (infrastructure/architecture), Technical Capabilities



Outcome/Visible Benefits
People-Oriented

Integration
Process-Oriented

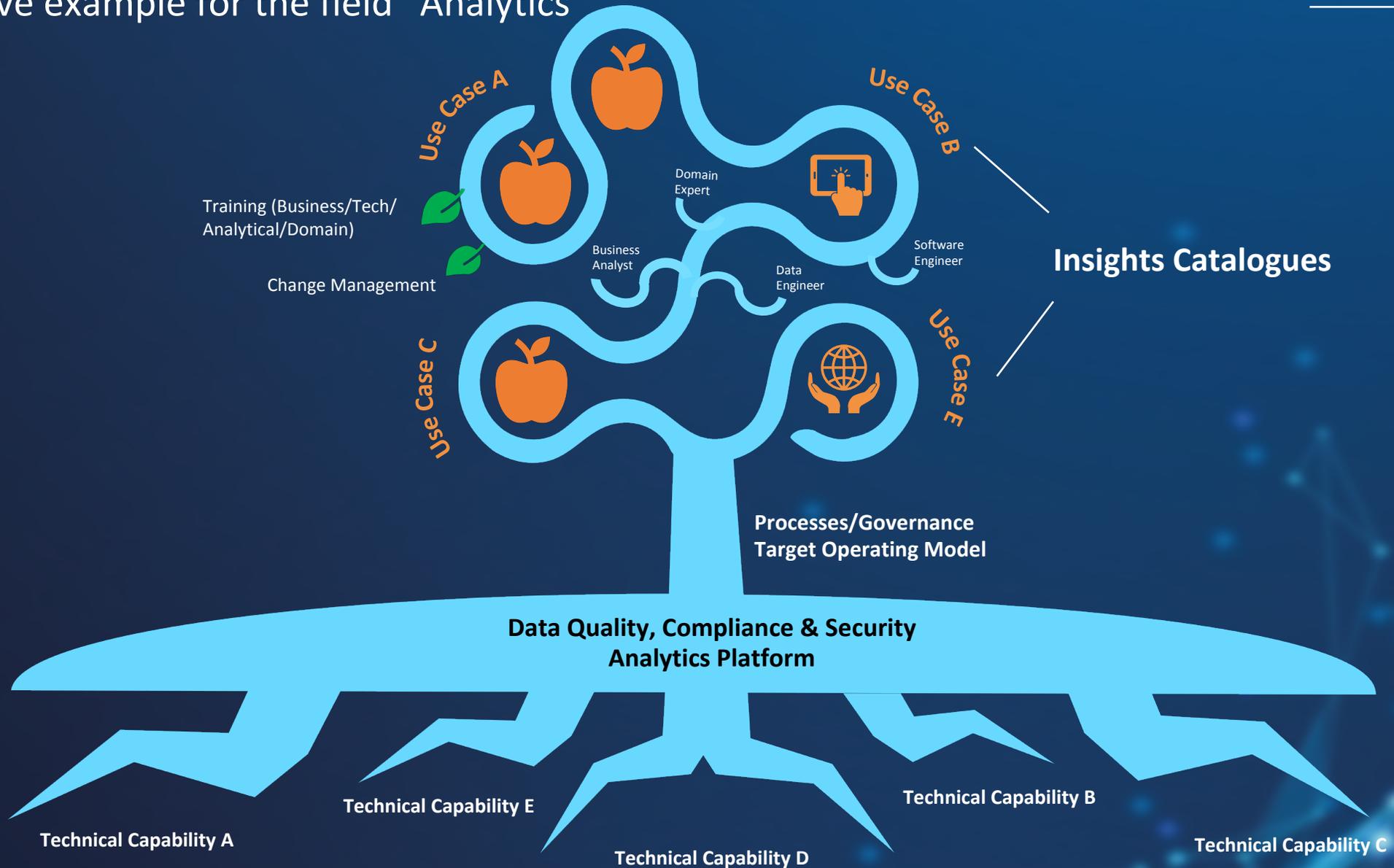
**Technology
Platform**

**Technical
Capabilities**

The AdEx Digital Tree

Illustrative example for the field "Analytics"

Illustrative



The Formula of the AdEx Digital Tree

The best fit of technology depends on differentiating digital use cases, the right skill set of your people as well as solid ETE processes



03

Are you ready to transform? The AdEx Digital Assessment



Assessment of your Digital Tree by AdEx Partners

How we help to bring your digital tree in a well-balanced structure

OUR VIEW ON THE PROBLEM

Digitalization fundamentally changes the ways we work and do business together. Therefore enterprises of all industries are nowadays forced to master the shift to the digital way of doing business.

However most companies are far behind in adopting digital technologies and aligning their organization. One of the most common reasons is a lacking understanding of the company's digital status quo as well as the fact that a right balance between digital focus areas is missing. This in turn might lead to misguiding decisions and activities.

Our View on
the Problem

Our
Expertise

Our value added

OUR EXPERTISE

Through years of managing global transformational programs and projects, AdEx provides a deep understanding of global enterprise organizations.

We are able to pair this with real start-up experience and a native digital skillset through our certified coaches and consultants with many years of experience in the fields of digital transformation and digitization.

OUR VALUE ADDED

- Rapid estimation of an organizations digital status quo across different components
- Identification of digital pain points as well as areas for improvement
- Fast project set-up, low time exposure, limited use of resources and manageable cost

The AdEx Digital Tree Assessment – The Concept



Dying tree



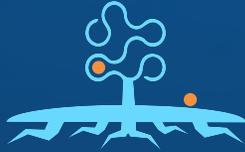
Poisoned tree



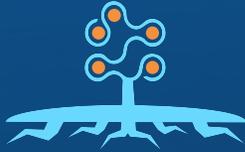
Swamp tree



Growing tree



Prosperous tree



Fruitful tree

Fruits	Fractional competitive readiness					Evolved use case strategy
Branches/Leaves	Potential for digital maturity					Transformed digital mindset
Trunk	Historical grown process baseline					Harmonized process baseline
Soil	Highest peak of data volume					Structured data base
Roots	Static technology platform					Decided platform strategy

The AdEx Digital Tree Assessment – As-Is Evaluation



Dying tree



Poisoned tree



Swamp tree



Growing tree



Prosperous tree



Fruitful tree

	Dying tree	Poisoned tree	Swamp tree	Growing tree	Prosperous tree	Fruitful tree
Fruits	Fractional competitive readiness					Evolved Use case strategy
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Roots	Static technology platform					Decided Platform strategy

The AdEx Digital Tree Assessment – To Be Model



Dying tree



Poisoned tree



Swamp tree



Growing tree



Prosperous tree



Fruitful tree

	Dying tree	Poisoned tree	Swamp tree	Growing tree	Prosperous tree	Fruitful tree
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04

Platform strategies for your transformation



The AdEx Digital Tree can grow on different technology platforms

Focus on defining Enterprise Business Capabilities rather than one monolithic ERP system

In the new 4th era of ERP the definition of different enterprise business capabilities will be crucial to understand what an organization does to reach its goals.

In order to implement their business strategy, organizations are free to combine different technology platform components to cover their digital use cases.



Analytical Layer for Visualization (Digital Board Room)



The AdEx Digital Tree can grow on different technology platforms

Focus on using Enterprise Business Capabilities rather than one monolithic ERP system

Salesforce is the primary enterprise offering within the **Salesforce** platform. It provides companies with an interface for case management and task management, and a system for automatically routing and escalating important events.

The **Salesforce** customer portal provides customers the ability to track their own cases, includes a social networking plug-in that enables the user to join the conversation about their company on social networking web sites, provides analytical tools and other services including email alert, Google search, and access to customers' entitlement and contracts



Analytical Layer for Visualization (Digital Board Room)



Components

Fruits

Branches/
Leaves

Trunk

Soil

Roots

**Value Creation
(Use Cases)**

Define use case for clients benefits

Business Preparation

Setup Key roles and preparing Business with trainings

Process Preparation

Process Readiness Check matrix. Process Harmonization

Data/Tech Preparation

Analyse data requirements. Prepare Data scope

Platform Strategy

We provide:

- A tailored use case scenario, tailored to your business benefits

We provide:

- The correlating operating model, adapted on your use case scenario, based on a digital and agile mindset

We provide:

- A fully standard enablement approach to your process baseline
- A new, harmonized process structure

We provide:

- A fully analysis on your current data scope
- A data scope transformation to your new evolved transformation

We provide:

- Your platform strategy for Salesforce for a flexible roll-out plan

Architecture fundamental

Data sets

Process Integration

Enablement

Use Case strategies

Salesforce

The AdEx Digital Tree can grow on different technology platforms

Focus on using Enterprise Business Capabilities rather than one monolithic ERP system

S/4 HANA is SAP's new product building a core application suite based on in memory technology to enable digital business models of their customers.

AdEx Partners has significant expertise in ERP transformations and **S/4 HANA** changes from business re-design and optimization, benefit & cost analysis to the right transition roadmap.



Analytical Layer for Visualization (Digital Board Room)



Components

Fruits

Branches/
Leaves

Trunk

Soil

Roots

Platform
Strategy

S4 HANA
Technical
Conversion

Master Data
Governance
(MDG)

SAP Process
Capabilities

SMEs &
Coaching

FIORI

S4 HANA

Value Creation
(Use Cases)

Define use case for
clients benefits

Business
Preparation

Setup Key roles
and preparing
Business with
trainings

Process
Preparation

Process
Readiness Check
matrix. Process
Harmonization

Data/Tech
Preparation

Analyse data
requirements.
Prepare Data scope

We provide:

- Understanding of use cases
- Coverage of requirements via FIORI tiles

We provide:

- Resources / SMEs for functional topics
- Coaching for different modules
- Expertise in role concepts

We provide:

- Process modelling in SAP Modules: How can processes benefit from real-time reporting?
- Leverage process integration across modules

We provide:

- Usage of Master data governance tool
- Usage of APIs with S4 HANA platform
- Synchronization of MDG with S4 HANA

We provide:

- Technical Conversion to S4 HANA platform
- Understanding of new SAP table structures

The AdEx Digital Tree can grow on different technology platforms

Focus on using Enterprise Business Capabilities rather than one monolithic ERP system

Public Cloud Computing Platforms are continuously evolving and can help to enable organisations to cover business requirements.

Within AdEx Solutions we have the experience to offer cloud services and support in the design and setup of cloud strategies and roadmaps based on your business needs.



Analytical Layer for Visualization (Digital Board Room)



Components

Fruits

Branches/
Leaves

Trunk

Soil

Roots

Platform
Strategy

Cloud
Architecture

Cloud
Migrations

Process
Governance /
Operating Models

SMEs &
Coaching

Use Case
strategies

Public Cloud



Data/Tech Preparation

Analyse data requirements.
Prepare Data scope



Process Preparation

Process Readiness Check matrix. Process Harmonization



Business Preparation

Setup Key roles and preparing Business with trainings



Value Creation (Use Cases)

Define use cases for clients benefits

- We provide:
- Understanding of use cases
 - Design of (Multi-/Hybrid-)Cloud Strategies and Roadmaps
 - Service Automation

- We provide:
- Technical Empowerment
 - Coaching of client resources
 - Requirement Engineering

- We provide:
- Cloud Governance and cost management
 - DevOps processes and organizations
 - Data Analytics / Machine Learning
 - Azure Logic (Data Transfer / Logic)
 - IT Operating Models for cloud services

- We provide:
- Cloud Transformation (Lift & Shift Scenarios / Advanced Scenarios (Replatform, Refactor & Re-Architect))
 - Data Lakes/Warehouse/Infrastructure

- We provide:
- Cloud Readiness Assessments
 - Cloud Architectural Planning

The AdEx Digital Tree can grow on different technology platforms

Focus on using Enterprise Business Capabilities rather than one monolithic ERP system

A **Digital Workplace** is a central digital work platform that provides information, tools and services from any location. The **Digital Workplace** is a collective term for tools that make it possible to work collaboratively and exchange information and harmonize this with irreplaceable enterprise applications (e.g. CRM, ERP).

Within AdEx Solutions we have the experience to guide customers through the process of building and implementing their **Digital Workplace** strategy.



Analytical Layer for Visualization (Digital Board Room)



Components

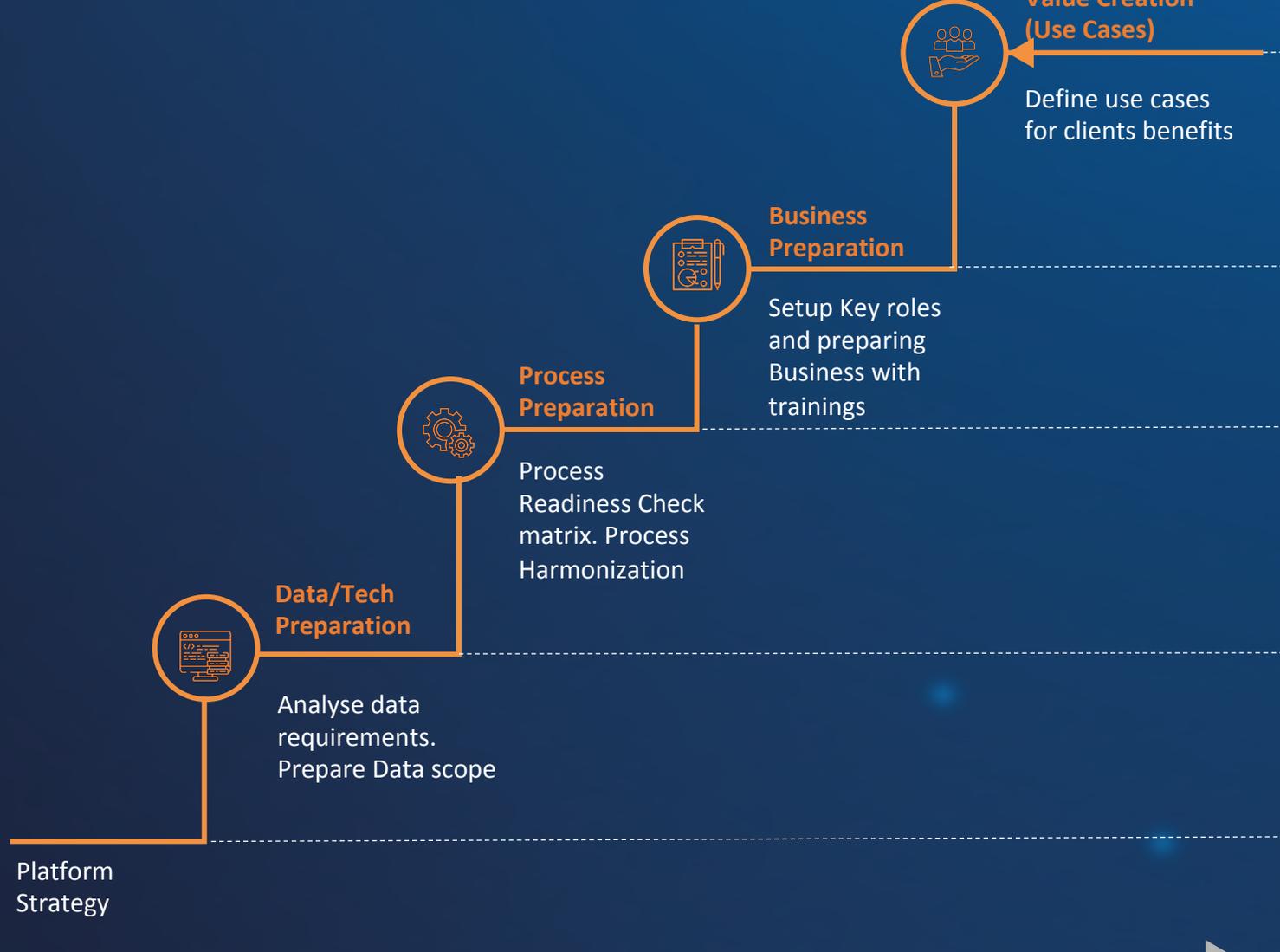
Fruits

Branches/
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Trunk

Soil

Roots



Value Creation (Use Cases)

Define use cases for clients benefits

Business Preparation

Setup Key roles and preparing Business with trainings

Process Preparation

Process Readiness Check matrix. Process Harmonization

Data/Tech Preparation

Analyse data requirements. Prepare Data scope

Platform Strategy

We provide:

- Define a strategy & vision for digital workplace
- Define Use Case & Requirements Engineering
- Lead & support pilots

We provide:

- Manage global Digital Workplace programs & projects
- Define Governance & ITOM organization and processes

We provide:

- Technical Empowerment & Coaching
- Establish golden rules for communication & collaboration
- Change & Adoption Approach
- Automate services & processes

We provide:

- As-Is Analysis
- Secure Configuration of various workloads (Exchange, SharePoint, Teams, ...)
- Data Migration Services

We provide:

- Conduct Cloud Readiness Assessment
- Connect Identities and Services to the cloud

Digital Workplace Architecture

Migration to M365

Process Governance / Operating Models

SMEs & Coaching

Use Case strategies

Digital Workplace

AdEx Partners

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AdEx

PARTNERS

The **TRUSTED** Advisors